

### DEMOGRAPHICS ANALYSIS REPORT

#### Introduction to process

Understanding the demographic environment of a community is important for a variety of reasons. First, it enables you to understand the market area being served and to distinguish between the different customer groups. It also enables you to determine changes that are occurring in the area in order to make proactive decisions to accommodate these shifts. This provides for an agency to achieve flexibility as citizen's wants and needs change as they age. Additionally, this information equips the Department of Recreation, Parks and Cultural Activities to consider their own objectives and resources in relationship to their demographic makeup.

#### Methodology

The US Census Bureau provides the population data for 1990 and 2000. The demographic projections for 2001 and 2006 is provided by Claritas, Inc. a national firm specializing in population projections and market trends reports. For this project, the areas analyzed were the City of Alexandria and the three planning areas in which the city has been divided. The raw projection data is supplied by Claritas. We then put it into tables, charts and graphs to clarify the market segments and recognize shifts. Clarita's is unsurpassed in the reliability of their demographic projections. Claritas draws on the largest number of post-census population and household data sources in the industry to create its annual current year update estimates and five-year projections. Contributing data comes from the Bureau of the Census and other federal agencies like the Bureau of Labor Statistics, city and regional planning agencies as well as private sources. They contact about 1,600 organizations to acquire data for use in their projections. Claritas' estimates are grounded in the most authoritative localized sources that can be found. Ultimately, the Claritas' multi-step, multi-source methodology is the incorporation of the most accurate input at all levels of geography.

#### Key Issues and Findings

- The population is steadily increasing. The City of Alexandria 1990 population was at 111,183. Census 2000 has the population at 128,283. The estimated 2001 population is 129,339 and projected to increase to 135,748 by the year 2006. This is an increase of approximately 15.4% from the 1990 to 2000 Census. The increase from the 2001 estimate to 2006 is 5%, which is estimated to be 6,409 persons over the next 5-year period.
- All planning areas are projected to increase in population. Planning Area III is to increase the most with a 6.9% jump from the 2001 estimate to 2006. Planning Area I will increase 3.4% from 2001 through 2006, and Planning Area II will increase 1.9% from 2001 to 2006.
- By the year 2006, Planning Area III will contain the highest percentage of the Alexandria population at 58%. Planning Area II and I are estimated to contain 29% and 13% respectively.
- From 2001 to 2006, the highest percentage increases in the overall
- Alexandria population are occurring in the age groups of 15-17 at 42.6%, 55-59 at 37%, and 60-64 at 22.2%. American Demographics magazine states that Generation Y, also known

as the Echo Boomers born between 1977 and 1994, has been heralded as the next big generation. The aging of the baby boomers, who account for the highest amount of the American population, impact the growth in the older age groups. According to the 2000 Census, the Washington-Baltimore CMSA has the second greatest population share (32%) of Baby Boomers and Post Baby Boomers among 102 metros with populations greater than 400,000.

- In Planning Area I, from 2001 to 2006, the highest percentage increases in the population are occurring in the age groups of 55-59 at 29.2%, 15-17 at 28.7%, and 60-64 at 19.0%.
- In Planning Area II, from 2001 to 2006, the highest percentage increases in the population are occurring in the age groups of 55-59 at 34.7%, 15-17 at 30.1%, and 65-69 at 26.3%.
- In Planning Area III, from 2001 to 2006, the highest percentage increases in the population are occurring in the age groups of 15-17 at 53.6%, 55-59 at 40.5%, and 60-64 at 21.5%.
- The median age of the area is increasing from 34.4 (Census 2000) to 39.2 (2006 projection).
- Alexandria is an affluent community. The median household income is estimated at \$86,721 and the per capita income is \$52,218 for 2006. Almost half of the census tracts have median incomes greater than \$100,000.

The three highest income levels have changed considerably since the 1990 Census. The household incomes are projected to continue to increase. By 2006, the \$50,000-\$74,999 income level will be mostly comprised of 25-34 year olds. The \$75,000-\$99,999 will be comprised of 35-44 year olds. The \$100,000 or more will be mostly comprised of 45-54 year olds.

\*Planning Area Map can be found on Page 75 of the appendix.

<b>Rank</b>	<b>1990 Census</b>	<b>2001 Estimate</b>	<b>2006 Projected</b>
<b>Highest</b>	\$35 - 49,999	\$50 - 74,999	\$100 - 149,999
<b>Second</b>	\$50 - 74,999	\$75 - 99,999	\$150 - 499,999
<b>Third</b>	\$25 - 34,999	\$100 - 149,999	\$75 - 99,999

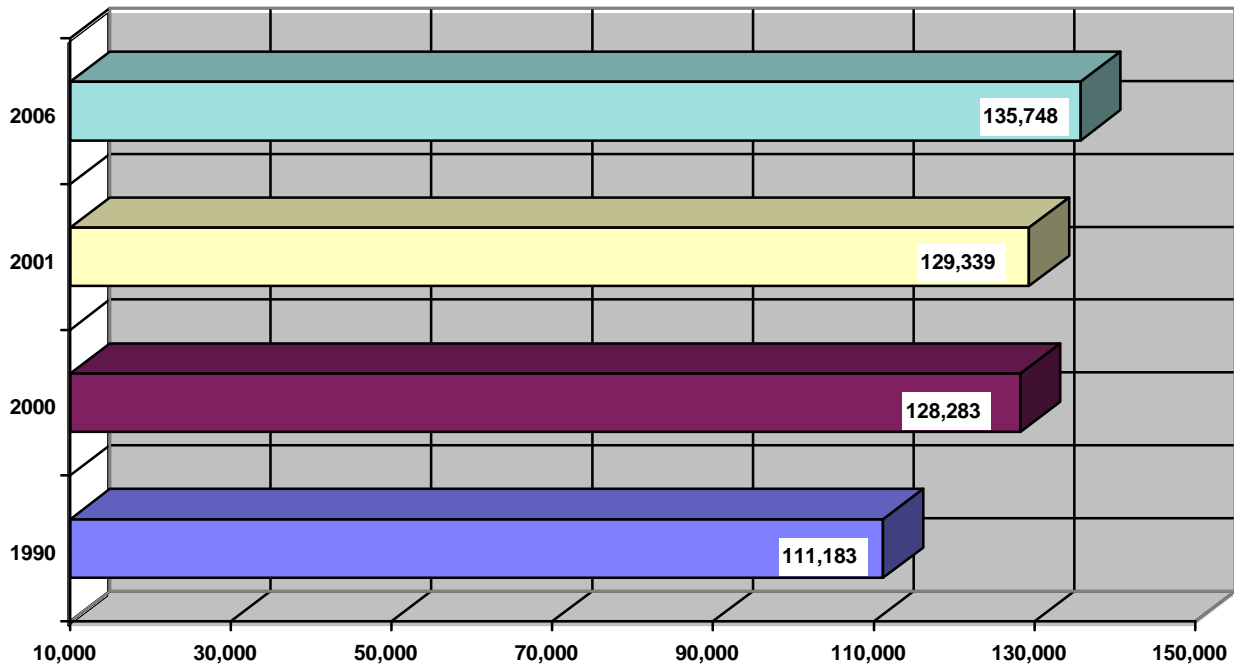
- Based on household incomes by planning areas, Area I is projected to have the higher income levels of \$100,000 and above (56%). Area III is projected to have a higher percentage of households with incomes less than \$35,000 (14.8%).
- The City of Alexandria is rated as the third highest area for single affluent women age 25-34 and second for single affluent men ages 25-34, according to data from Easy Analytical Software, Inc.
- The Alexandria population is a racially diverse community, one of the most diverse jurisdictions in the Northern Virginia region. Since the 1990 Census, the white population has decreased from 64% to a projected 52% in 2006. Black/African Americans (as categorized by the Census Bureau) have been slowly increasing from 22% in 1990 to 24% by 2006. The Hispanic population is expected to continue to increase, from 10% in 1990 to 16% by 2006. Asians have also been increasing from 4% in 1990 to 7% by 2006. The rest of the city is comprised of a mixture of other races that is projected to remain stable at 1%.
- By 2006, Planning Area III is projected to be the most diverse in its racial makeup whereas Planning Area I is projected to be the least diverse with 80% of the population being comprised of whites.
- The size of households is stabilized. The average household size remained the same from 1990 to 2000 at 2.04 people per household. It is projected that Alexandria's household sizes will slightly increase to 2.07 people per household from 2001 through 2006.
- The number of households is increasing. Alexandria is projected to have the number of households increase from a 2001 estimate of 61,357 to 64,363 by the year 2006. This is an increase of about 5%. The 2000 Census indicates that the 64,251 housing units are categorized as follows:
  - 32% are single family or townhouses
  - 22% are condominiums
  - 46.2% are rental apartments

## Full Findings Report

### City of Alexandria Population

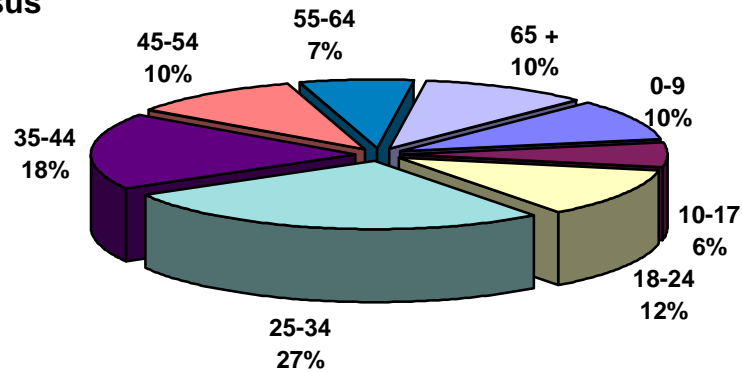
<b>Ages</b>	<b>1990 Census</b>	<b>2000 Census</b>	<b>2001 Estimated</b>	<b>2006 Projected</b>	<b>% Change 01-06</b>
Under 5 yrs	6,357	7,962	6,257	6,233	-0.4
Age 5 - 9	4,529	5,953	6,691	6,521	-2.5
Ages 10 - 14	3,850	4,722	7,247	7,061	-2.6
Ages 15 - 17	2,510	2,843	3,023	4,310	42.6
Ages 18 - 20	3,265	3,880	2,205	2,452	11.2
Ages 21 - 24	9,612	7,935	6,801	5,432	-20.1
Ages 25 - 29	16,636	32,571 (25-34)	13,195	12,225	-7.4
Ages 30 - 34	13,386		13,107	12,939	-1.3
Ages 35 - 39	10,758	23,186 (35-44)	12,475	12,618	1.1
Ages 40 - 44	9,439		12,836	12,722	-0.9
Ages 45 - 49	6,713	17,641 (45-54)	10,779	12,184	13.0
Ages 50 - 54	4,895		8,995	10,282	14.3
Ages 55 - 59	4,075	6,117	6,342	8,686	37.0
Ages 60 - 64	3,786	3,868	4,988	6,096	22.2
Ages 65 - 69	3,575	5,695 (65-74)	3,987	4,719	18.4
Ages 70 - 74	2,832		3,443	3,694	7.3
Ages 75 +	4,965	5,910	6,968	7,574	8.7
<b>Total</b>	<b>111,183</b>	<b>128,283</b>	<b>129,339</b>	<b>135,748</b>	<b>5.0</b>
<b>Median Age</b>	<b>33.3</b>	<b>34.4</b>	<b>37.5</b>	<b>39.2</b>	

**Total Population 1990 Census – Census 2000 – 2001 Estimate - 2006 Projected**

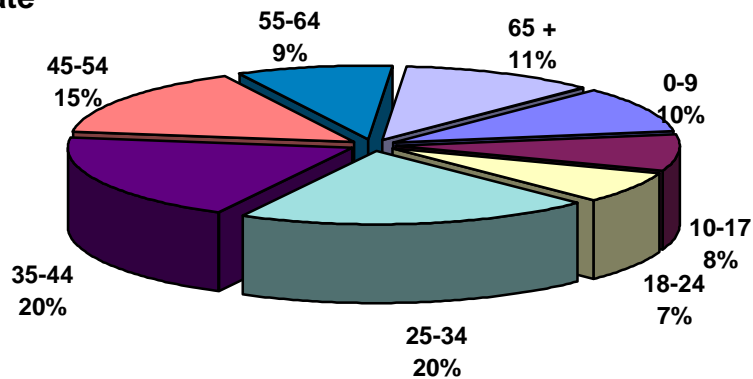


### Alexandria Population by Age Groups

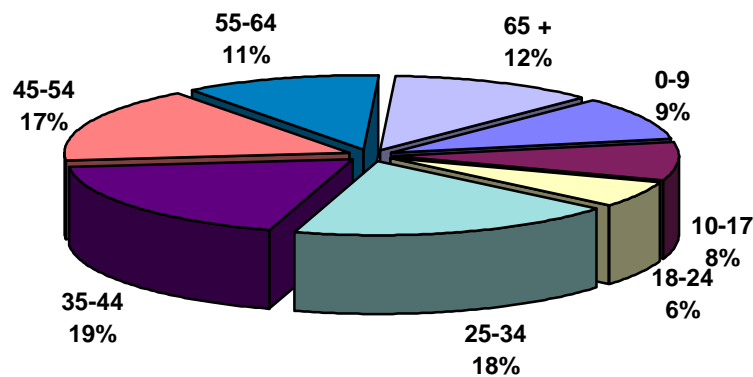
#### 1990 Census



#### 2001 Estimate



#### 2006 Projected



# The City of Alexandria Recreation, Parks & Cultural Activities

## Appendix

City and Census Tracts	Number of Households	Median Household Income	Per Capita Income	2006 Projected Population
Alexandria	64,363	\$86,721	\$52,218	135,748
2001.02	1,793	\$85,006	\$42,857	4,097
2001.04	1,605	\$66,688	\$31,084	3,564
2001.05	2,960	\$42,026	\$30,376	4,365
2001.97	3,167	\$79,161	\$35,236	7,322
2001.98	3,963	\$85,698	\$44,793	8,246
2002.01	2,058	\$95,543	\$68,814	3,625
2002.02	525	\$276,580	\$134,886	1,501
2003.01	1,985	\$92,083	\$48,800	4,072
2003.02	1,324	\$129,598	\$54,051	3,796
2003.03	3,067	\$67,517	\$40,199	5,182
2004.01	4,733	\$70,370	\$36,203	9,614
2004.02	4,464	\$70,646	\$40,821	8,621
2005.00	2,783	\$79,859	\$50,923	4,390
2006.00	1,821	\$95,078	\$40,973	4,772
2007.98	2,406	\$86,671	\$47,166	5,192
2008.01	965	\$139,113	\$63,123	2,518
2008.02	1,450	\$123,370	\$71,517	3,084
2009.00	172	\$178,242	\$83,086	4,653
2010.00	1,683	\$79,407	\$51,899	2,616
2011.00	1,170	\$132,895	\$59,771	2,736
2012.02	1,313	\$101,677	\$45,382	3,286
2012.03	2,918	\$69,167	\$26,544	7,939

\*These figures are rounded up.

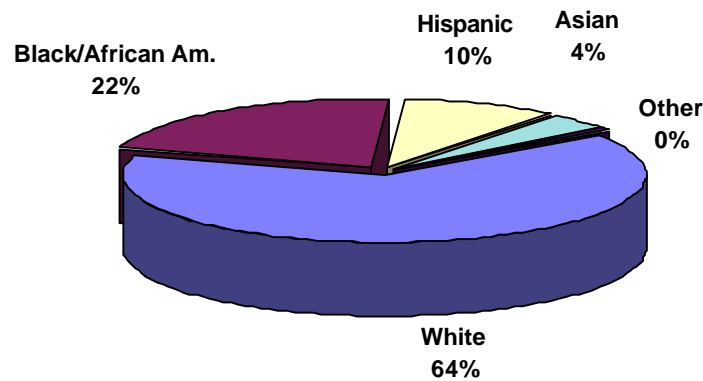
Census Tracts	Number of Households	Median Household Income	Per Capita Income	2006 Projected Population
2012.04	1,241	\$78,595	\$35,636	3,019
2013.00	1,027	\$98,994	\$41,277	2,740
2014.00	1,646	\$107,746	\$56,308	3,727
2015.00	1,313	\$182,861	\$81,988	3,412
2016.00	1,690	\$101,600	\$49,595	4,389
2018.01	3,110	\$101,233	\$68,529	5,083
2018.02	873	\$175,130	\$106,519	1,878
2019.00	698	\$159,677	\$104,481	1,550
2020.01	1,036	\$211,628	\$171,351	2,193
2020.02	1,790	\$84,786	\$67,992	2,558
2025.98	4	\$333,333	\$112,427	8

**Median Household Income:** Average of the total money received in the stated calendar year by all household members that are 15 years of age or older.

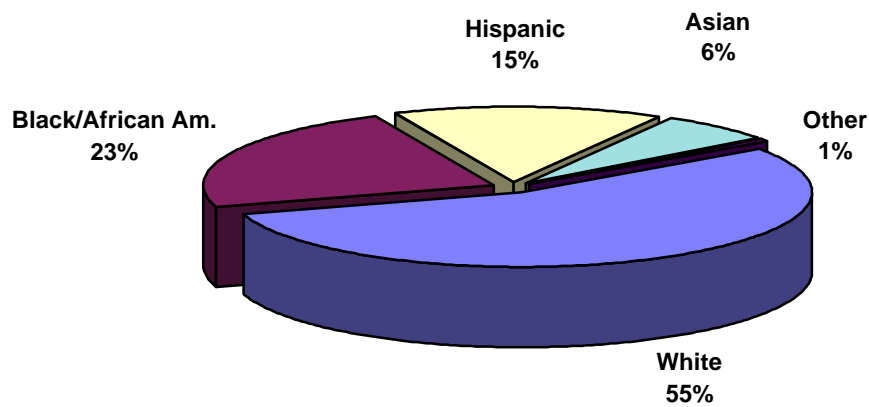
**Per Capita Income:** Average amount of income per person in a population, regardless of age.



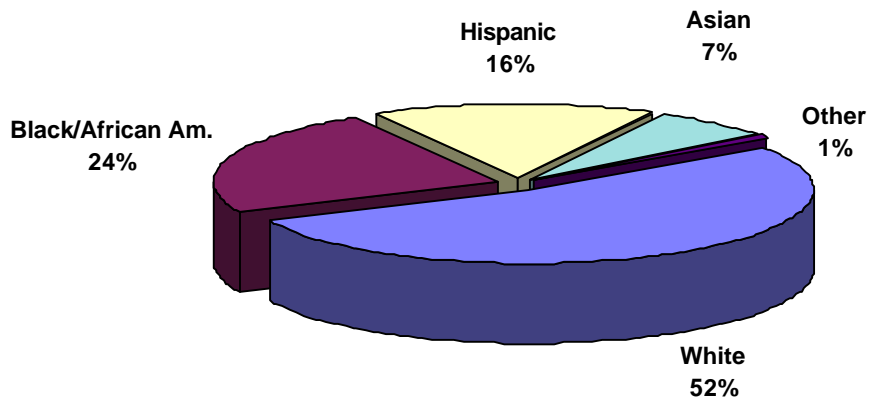
### 1990 Racial Population



### 2001 Racial Population

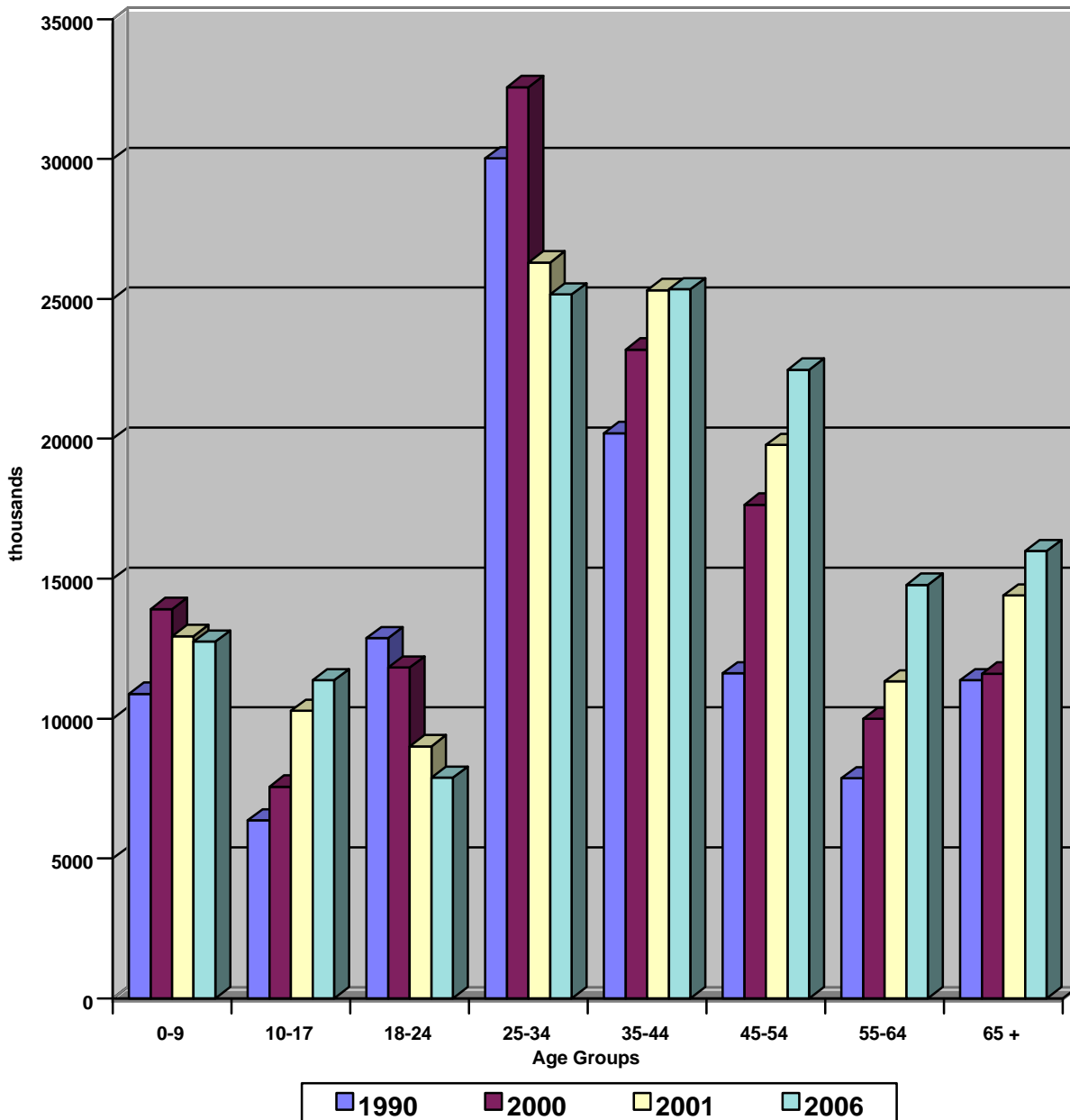


### 2006 Projected Racial Population

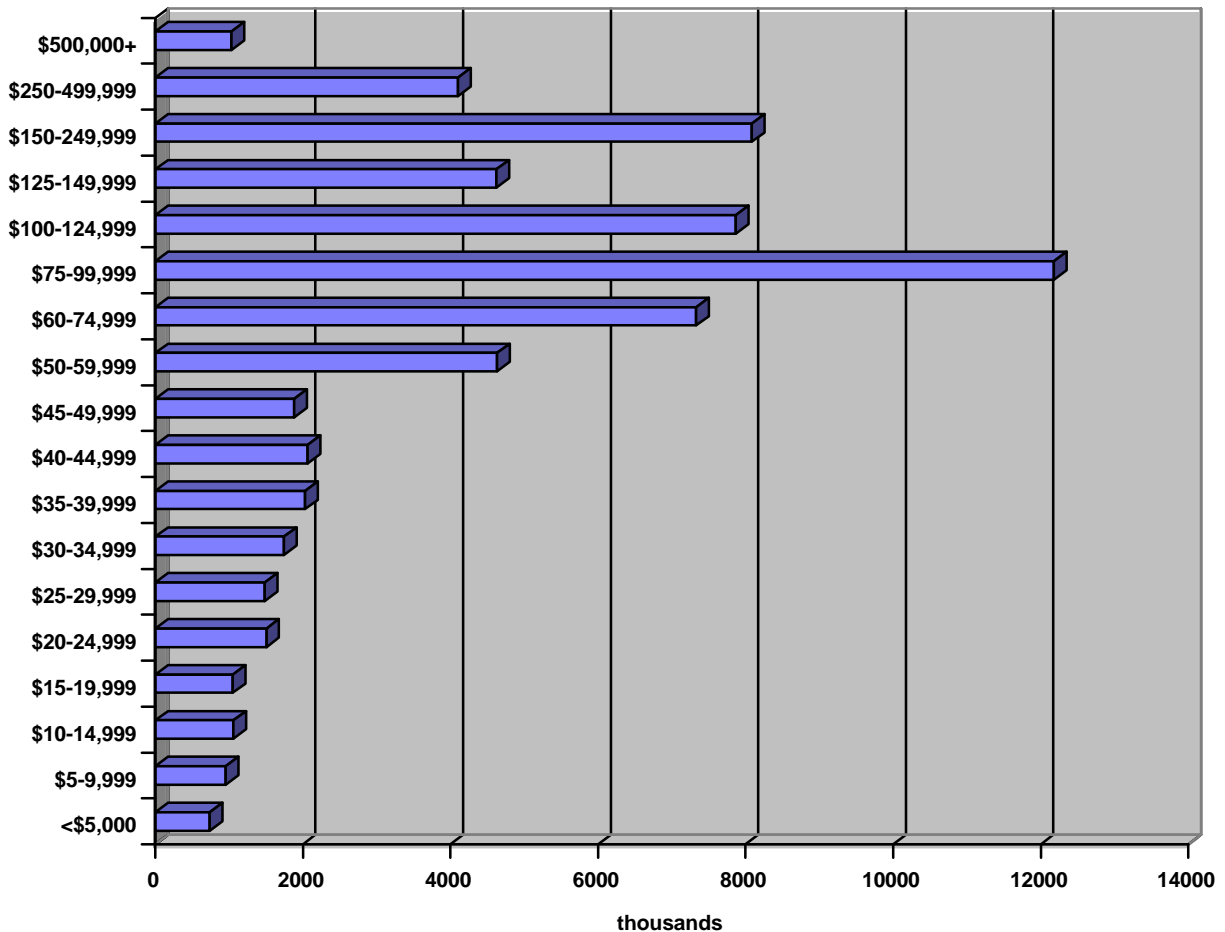


\*These figures are rounded up.

**Population by Ages for Alexandria 1990 – 2000 – 2001 – 2006**



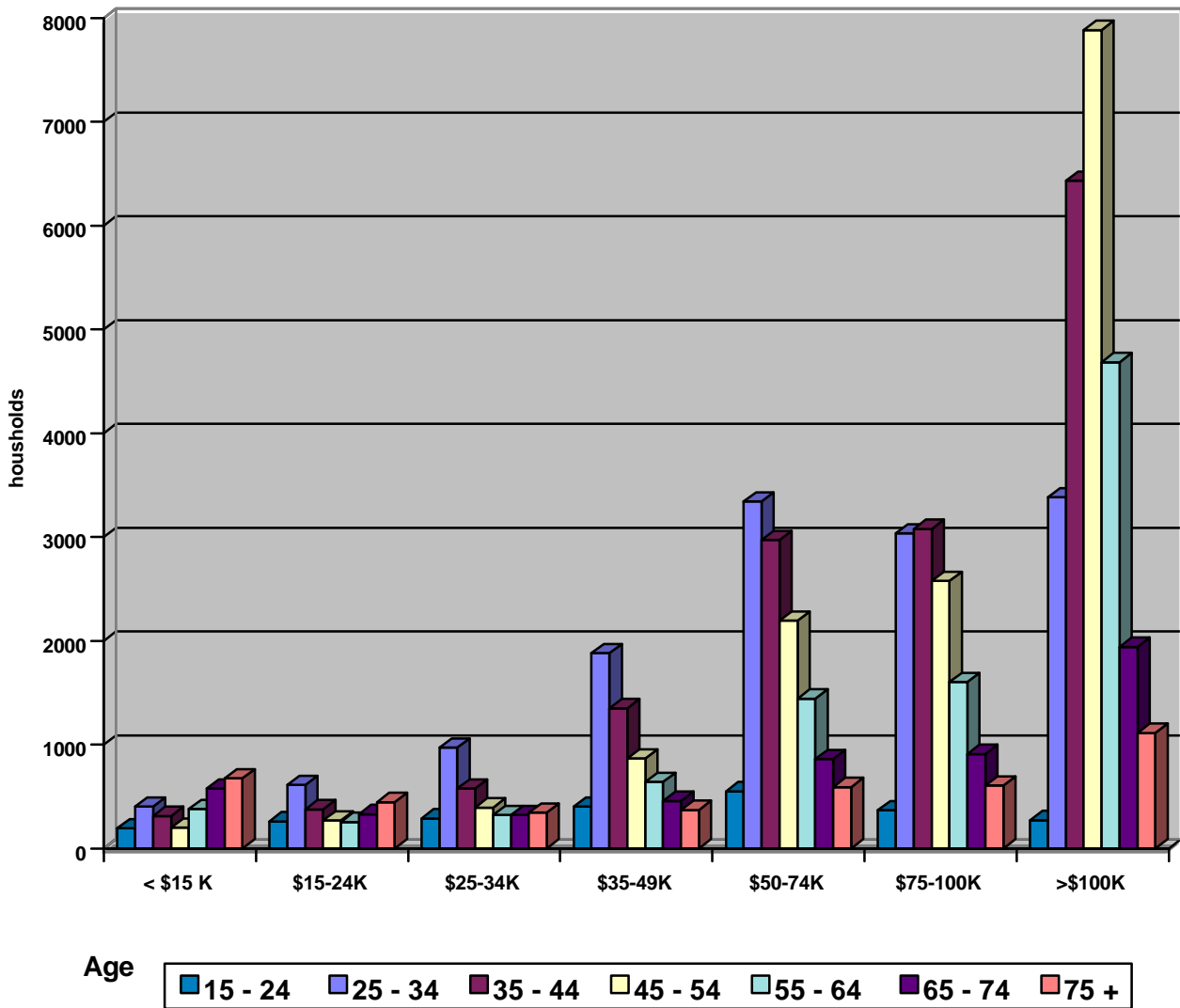
### Number of Households by Income for Alexandria 2006 Projected



### Income Data by Households for Alexandria 1990 Census - 2001 Estimated - 2006 Projected

Income	1990	%	2001	%	2006	%
Under \$14,999	5,429	10.2	3,254	5.3	2,750	4.3
\$15,000 - \$24,999	6,476	12.2	3,059	5.0	2,556	4.0
\$25,000 - \$34,999	8,667	16.3	4,203	6.9	3,226	5.0
\$35,000 - \$49,999	12,068	22.7	7,991	13.0	5,980	9.3
\$50,000 - \$74,999	10,992	20.6	15,105	24.6	11,960	18.6
\$75,000 - \$99,999	4,909	9.2	10,482	17.1	12,178	18.9
\$100,000 - \$149,999	3,325	6.2	8,963	14.6	12,489	19.4
\$150,000 - \$499,999	1,283	2.4	7,821	12.7	12,188	18.9
\$500,000 or more	131	0.2	479	0.8	1,036	1.6
<b>Total Households</b>	<b>53,280</b>		<b>61,357</b>		<b>64,363</b>	

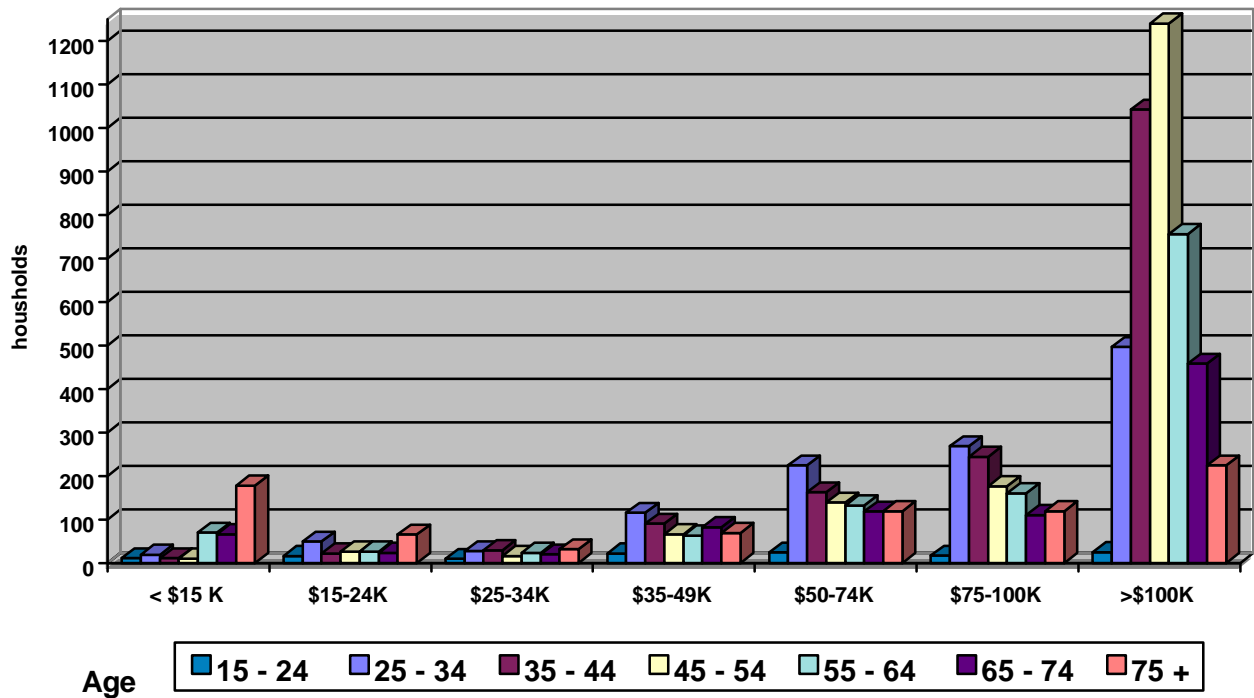
### Household Income by Age for Alexandria 2006 Projected



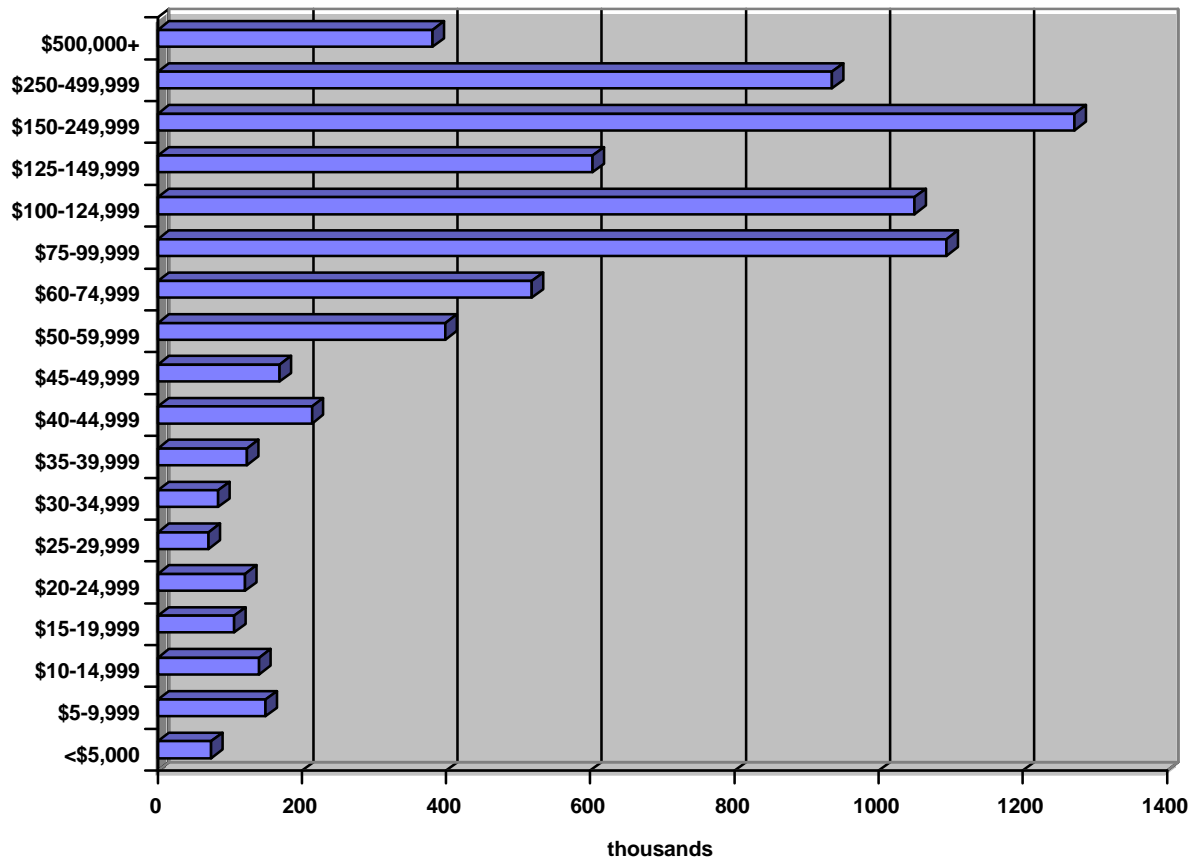
**PLANNING AREA I – TOTAL POPULATION**

<b>Ages</b>	<b>1990 Census</b>	<b>2001 Estimated</b>	<b>2006 Projected</b>	<b>2001-2006 % Change</b>
Under 5 yrs	676	660	647	-2.0
Age 5 - 9	481	675	625	-7.4
Ages 10 - 14	446	694	657	-5.3
Ages 15 - 17	311	303	390	28.7
Ages 18 - 20	354	239	263	10.0
Ages 21 - 24	1,177	733	548	-25.2
Ages 25 - 29	2,139	1,582	1,277	-19.3
Ages 30 - 34	1,819	1,627	1,636	0.6
Ages 35 - 39	1,532	1,648	1,601	-2.9
Ages 40 - 44	1,357	1,730	1,697	-1.9
Ages 45 - 49	1,117	1,570	1,665	6.1
Ages 50 - 54	824	1,277	1,453	13.8
Ages 55 - 59	712	983	1,270	29.2
Ages 60 - 64	652	841	1,001	19.0
Ages 65 - 69	656	729	855	17.3
Ages 70 - 74	450	628	707	12.6
Ages 75 +	684	1,150	1,359	18.2
<b>Total</b>	<b>15,387</b>	<b>17,069</b>	<b>17,651</b>	<b>3.4</b>

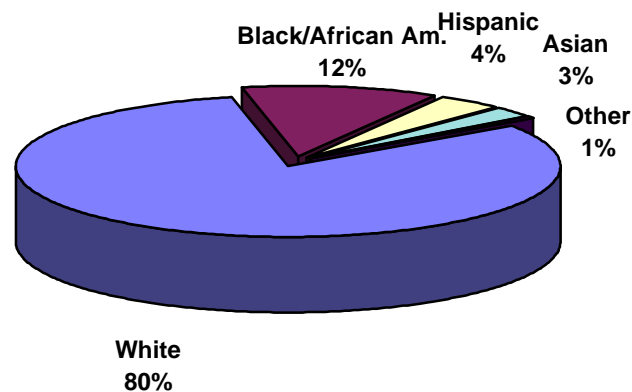
**HOUSEHOLD INCOME BY AGE OF HOUSEHOLD PLANNING AREA 1  
2006 PROJECTED**



# **NUMBER OF HOUSEHOLDS BY INCOME PLANNING AREA 1 2006 PROJECTED**



## **2006 PROJECTED RACIAL POPULATION**

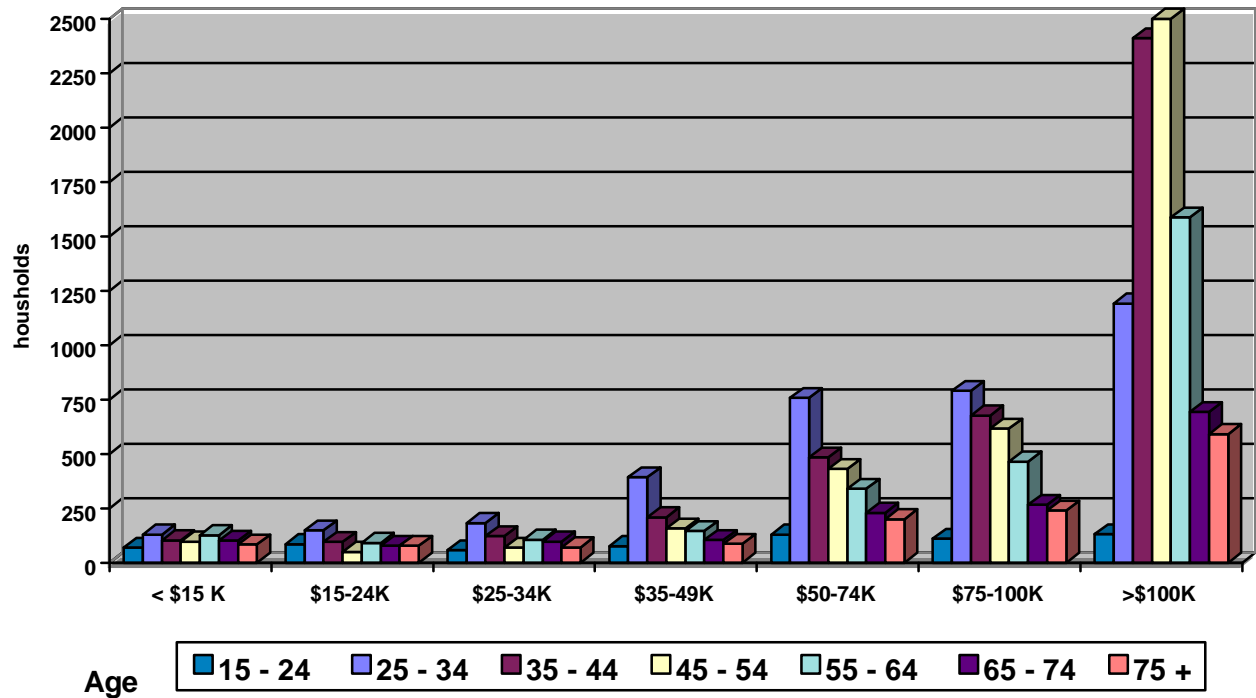


**PLANNING AREA II – TOTAL POPULATION**

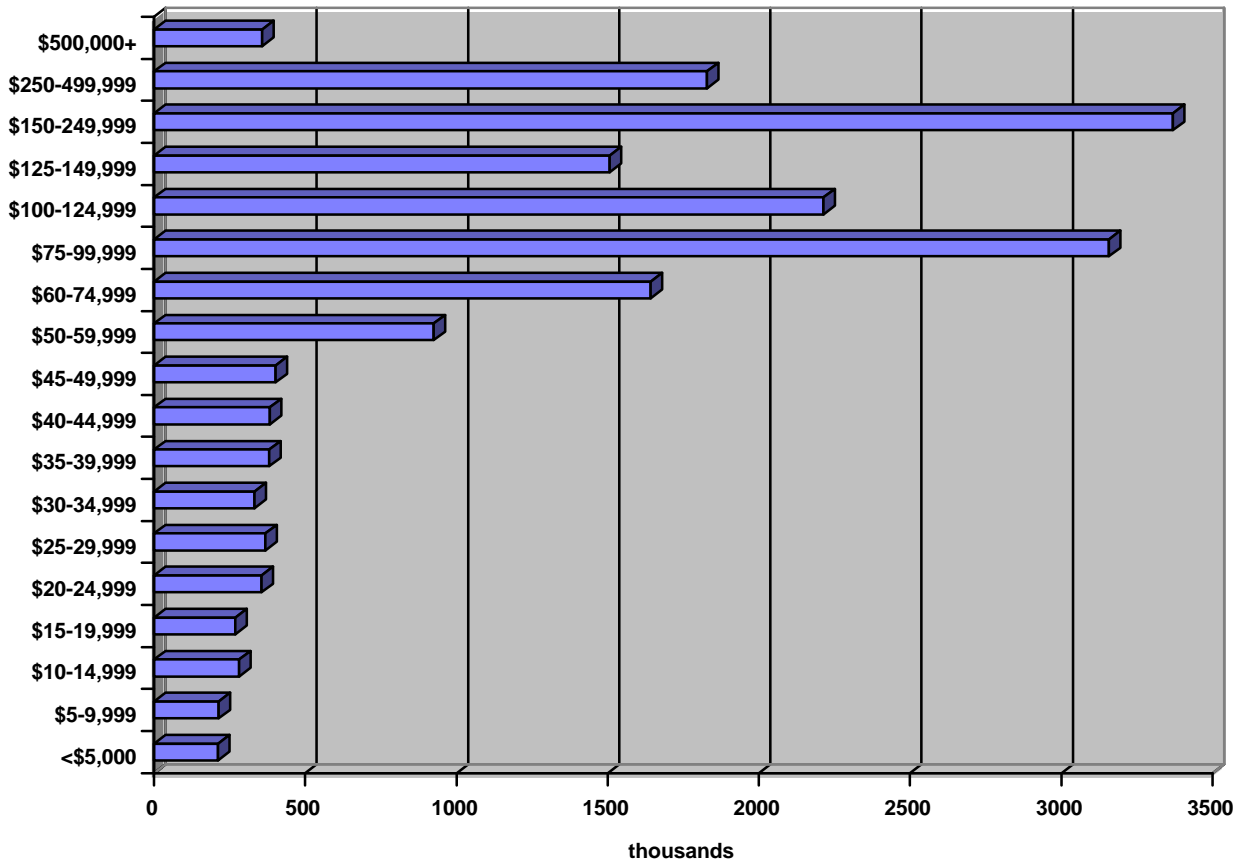
<b>Ages</b>	<b>1990 Census</b>	<b>2001 Estimated</b>	<b>2006 Projected</b>	<b>2001-2006 % Change</b>
Under 5 yrs	2,561	2,253	2,135	-5.2
Age 5 - 9	1,862	2,403	2,222	-7.5
Ages 10 - 14	1,560	2,606	2,427	-6.9
Ages 15 - 17	959	1,100	1,431	30.1
Ages 18 - 20	1,114	715	786	9.9
Ages 21 - 24	2,745	1,898	1,535	-19.1
Ages 25 - 29	4,646	3,405	3,132	-8.0
Ages 30 - 34	4,095	3,613	3,384	-6.3
Ages 35 - 39	3,663	3,488	3,462	-0.7
Ages 40 - 44	3,365	3,668	3,485	-5.0
Ages 45 - 49	2,285	3,260	3,436	5.4
Ages 50 - 54	1,496	2,782	2,995	7.7
Ages 55 - 59	1,149	1,958	2,637	34.7
Ages 60 - 64	1,204	1,465	1,836	25.3
Ages 65 - 69	1,137	1,083	1,368	26.3
Ages 70 - 74	1,038	1,040	1,032	-0.8
Ages 75 +	1,768	2,246	2,427	8.1
<b>Total</b>	<b>36,647</b>	<b>38,983</b>	<b>39,730</b>	<b>1.9</b>



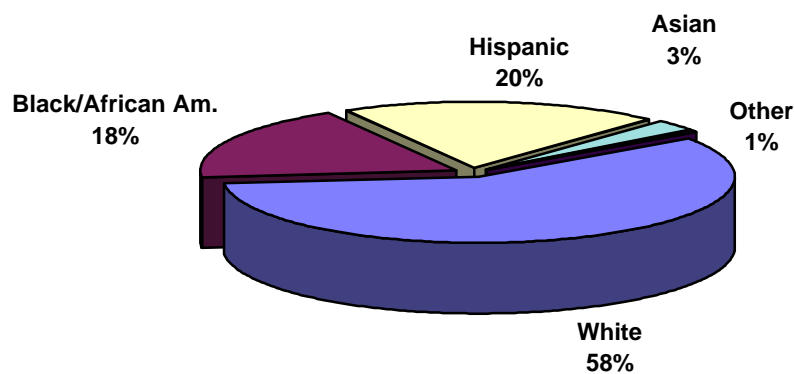
### HOUSEHOLD INCOME BY AGE OF HOUSEHOLD 2006 PROJECTED –PLANNING DISTRICT 2



### NUMBER OF HOUSEHOLDS BY INCOME 2006 PROJECTED-PLANNING DISTRICT 2



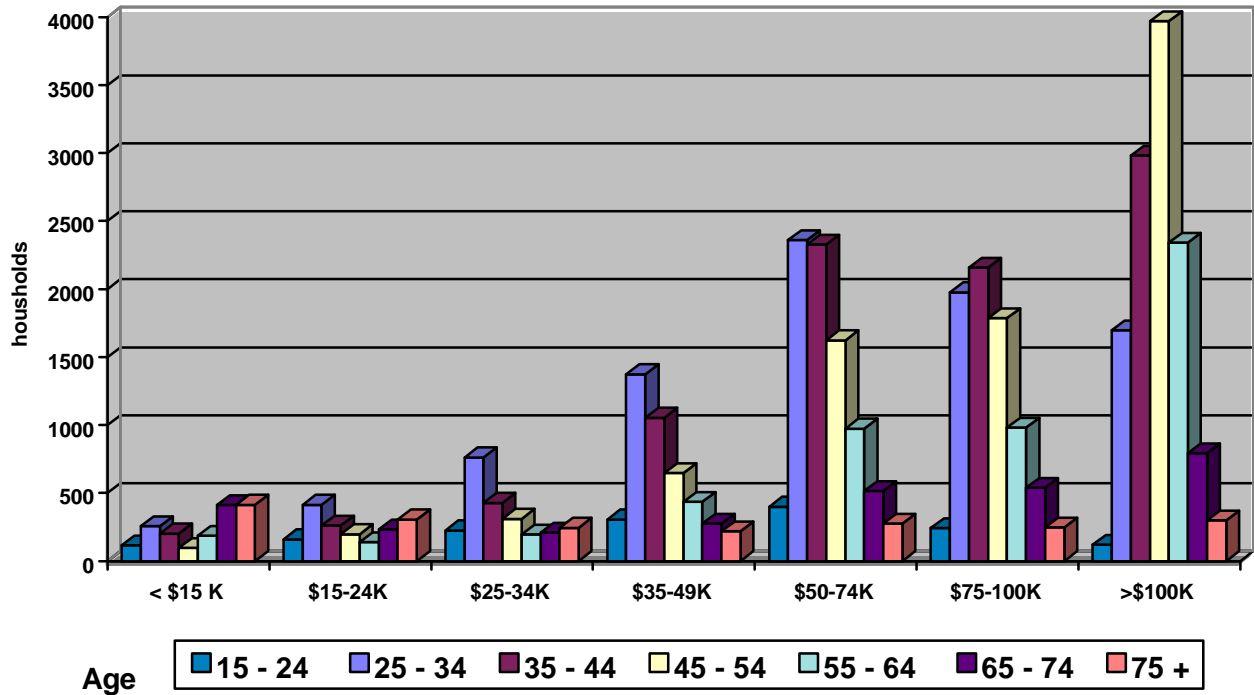
### 2006 PROJECTED RACIAL POPULATION-PLANNING DISTRICT



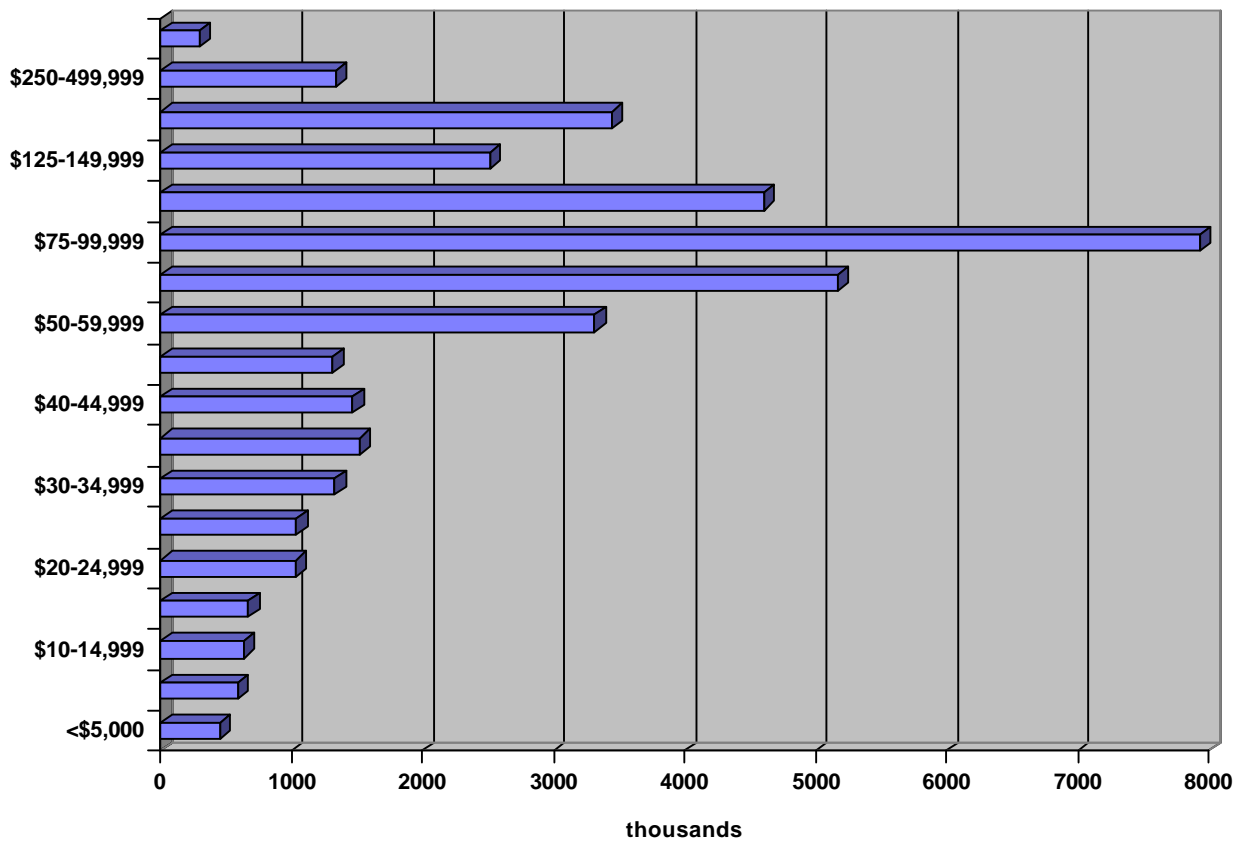
**PLANNING AREA III – TOTAL POPULATION**

<b>Ages</b>	<b>1990 Census</b>	<b>2001 Estimated</b>	<b>2006 Projected</b>	<b>2001-2006 % Change</b>
Under 5 yrs	3,120	3,344	3,451	3.2
Age 5 - 9	2,186	3,613	3,674	1.7
Ages 10 - 14	1,844	3,947	3,977	0.8
Ages 15 - 17	1,240	1,620	2,489	53.6
Ages 18 - 20	1,797	1,251	1,403	12.2
Ages 21 - 24	5,690	4,170	3,349	-19.7
Ages 25 - 29	9,851	8,208	7,816	-4.8
Ages 30 - 34	7,472	7,867	7,919	0.7
Ages 35 - 39	5,563	7,339	7,555	2.9
Ages 40 - 44	4,717	7,438	7,540	1.4
Ages 45 - 49	3,311	5,949	7,083	19.1
Ages 50 - 54	2,575	4,936	5,834	18.2
Ages 55 - 59	2,214	3,401	4,779	40.5
Ages 60 - 64	1,930	2,682	3,259	21.5
Ages 65 - 69	1,782	2,175	2,496	14.8
Ages 70 - 74	1,344	1,775	1,955	10.1
Ages 75 +	2,513	3,572	3,788	6.0
<b>Total</b>	<b>59,149</b>	<b>73,287</b>	<b>78,637</b>	<b>6.9</b>

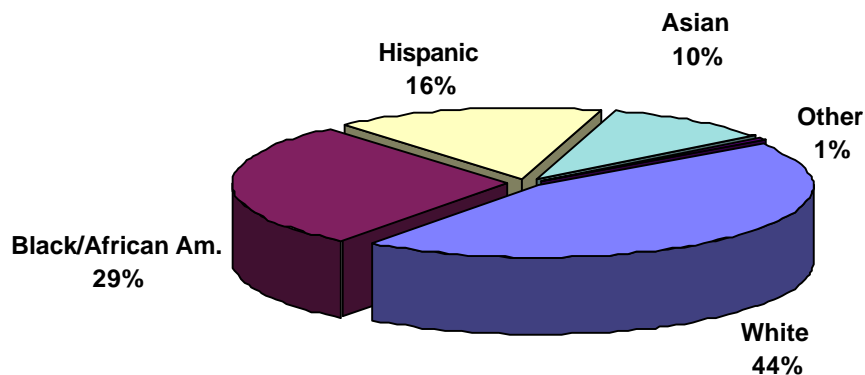
### HOUSEHOLD INCOME BY AGE OF HOUSEHOLD 2006 PROJECTED –PLANNING DISTRICT 3



### NUMBER OF HOUSEHOLDS BY INCOME 2006 PROJECTED-PLANNING DISTRICT 3



### 2006 PROJECTED RACIAL POPULATION- PLANNING DISTRICT 3



## Planning District Area Map

